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MY RATE CARD

Freelance Web Designer + Developer

Effective: 1 January 2021

WEB DESIGN + DEV

ONE-PAGER MULTI-PAGER

Includes: 2x Design concepts + wireframing + customised theme development + plugin setup + website development + stock photography + up to 4x client revisions

- Web design (per section) R 1,450
- Web development (per section) R 1,450
- Web design + development (per section) R 1,900
- Web design (per page) R 1,750
- Web development (per page) R 1,750
- Web design + development (per page) R 2,350
- Duplicate webpage development (per page) R 950
- App design + development POA

E-COMM PACKAGES

Includes: Category Pages, Cart Page, Checkout Page + My Account Page

- Basic: Up to 5 products R 2,000
- Standard: Up to 30 products R 4,500
- Advanced: Up to 60 products R 7,500
- Specialised: More than 60 products POA
- Facebook Shop Integration POA

WEB MAINTENANCE

Includes: Content Updates + Monthly Reports + Monthly Speed Up Your Website + Tech Support + Weekly Website Security Monitor + Weekly Theme Updates + Weekly WordPress Version Update + Weekly Plugin Updates

- **Basic:** 1 hour of content updates R 2,500
- **Standard:** 2 hours of content updates R 3,500
- **Advanced:** 3 hours of content updates R 4,500
- **Specialised:** More than 3 hours (per month) POA

ADD-ONS

- 12-month hosting + domain registration R 1,800
- Install + configure plugins (per plugin) R 1,750
- Website migration POA
- Copywriting (approx. 800 words per page) R 1,750
- Ad hoc website updates (per hour) R 475
- Upload blog posts (per blog) R175

BRAND IDENTITY DESIGN PACKAGE

- **Includes:** 4x Logo design concepts + 2x Business cards design concepts + 2x Email signature design concepts + 2x Letterhead design concepts + Brand research + Brand font files + Brand colour breakdown + Guideline Document + Final logo files - PDF + JPG and/or PNG + 2x Client revisions R 8,950

VIRTUAL WEB TRAINING

Includes: Personalised virtual training session on Zoom with screenshare and a recording of the training session.

- **Basic:** 1 hour training session R 750
- **Standard:** 1.5 hours training session R 1,150
- **Advanced:** 2 hours training session R 1,500
- **Specialised:** More than 3 hours POA

CHATBOT DEV

- WhatsApp Chatbot R 1,450
- Facebook Chatbot R 1,450
- Custom Live Chatbot POA

SEO SNAGGING + STRATEGY

- SEO Snagging (based on required hours, as per SEO Website Audit) POA
- SEO Website Audit (once-off) R 750
- On-Page SEO Strategy (per page) R 750

SEO MAINTENANCE

Includes: SEO Website Audit + SEO snagging based on failures identified by the report. Type of package is determined by the current SEO score of the website. + Monthly reporting

- **Basic:** Up to 4 hours per month R 2,350
- **Standard:** Up to 8 hours per month R 4,700
- **Advanced:** Up to 12 hours per month R 7,050
- **Specialised:** More than 12 hours per month POA

GOOGLE ADS

View the detailed Google Ads Rate Card by clicking [here](#).

LOGO DESIGN

- **Basic:** 2 logo design concepts R 3,300
- **Standard:** 4 logo design concepts R 4,700
- **Advanced:** 6 logo design concepts R 6,150